

## SERVICE ACTIVITIES



### SOCIAL SERVICES

Suggested projects in this category of helping those with special needs include areas in which Clubs in the past have rendered notable services. Outlined under this Major Activity is work on behalf of the physically handicapped, the mentally handicapped, the aged and the underprivileged. Whether through financial donations, by supplying necessary equipment, or in constructing living or rehabilitation quarters, individuals and Clubs can choose to carry on this tradition of humanitarian services. Clubs may also supply food baskets to the poor, spend a day at a hospital or a home for the aged, conduct picnics, or schedule any number of projects that will tell these less fortunate people that others do care and are happy to be their friends.

Any charitable contributions also fall into this category and Lions are urged to take a good look at their towns and communities to see if there are any sick, handicapped or lonely human beings who need assistance or companionship.

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### ENVIRONMENTAL SERVICES

Lions Clubs International selected ENVIRONMENTAL SERVICES as one of its Major Activities because it feels that the preservation of our natural resources and the improvement of the quality of life are goals toward which all concerned people should strive. In 1972 the International Board of Directors adopted a Policy Statement "On The Human Environment."

Clubs choosing ENVIRONMENTAL SERVICES as a Major Activity must realize that such programs require well planned efforts. Saving the environment requires unified effort. Mankind is responsible for both the survival of his environment and for the quality of life within that environment. Man must realize that the key is "quality of life" and not merely "survival." Lions must strive to bring about an environment in which every human being can develop to his greatest potential.

In accepting the challenge posed by environmental problems, look for viable and feasible ways of awakening awareness to the issues and of motivating individuals and Clubs to positive action in order to remedy the situation. The phrase "ENVIRONMENTAL SERVICES" unites the physical world and the far less tangible, but no less important, inner values which are perhaps best expressed by the phrase "quality of life."

Environmental problems can, in fact, be divided into two main categories: 1) the natural and biological environment, and 2) the social and cultural environment. A Club or District may wish to emphasize one of these areas or to concentrate on programs that fall into subcategories of these major divisions. For example, the natural and biological category can be sub-divided into the areas of air, land, noise, and water pollution. The social and cultural category includes, among others, areas such as demographic planning, drug abuse education, and ethical conduct.

In whatever Environmental Program is conducted, five steps should be followed to ensure that specific projects meet with success:

- 1) Investigate environmental conditions in the community and in the general area.
- 2) Determine environmental needs and/or problems.
- 3) Develop action programs aimed at solutions.
- 4) Develop and publicize a program of public education.
- 5) Work with civic, government and industrial leaders toward effective and reasonable action.

The most successful Environmental Programs are generally those conducted in cooperation with other action groups and organizations.

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### COMMUNITY ANALYSIS: THE CALL TO ACTION

Traditionally, the foremost concern of Lionism is to be of service to the surrounding community. To provide this service in the best possible manner, Club members must acquaint themselves with the fundamental needs of local people: educational, health and guidance services; recreational facilities; environmental quality.

Existing facilities should be analyzed and priorities determined. What services totally lacking in the community are most necessary? What efforts have already been started, to which Clubs could lend a helping hand?

#### WHERE DO WE BEGIN

Most of a new Club's initial year should be devoted to getting to know its immediate surroundings, and a continual awareness of

the community should be cultivated in every succeeding year. Local resource people—doctors, social workers, clergymen, teachers, policemen and others—may be invited to Club meetings as guest speakers. Hearing them, Lions will become aware of the needs of the locality and will be informed concerning what has been done in the past.

### A PERSONAL CHALLENGE

Discussion sessions may then be held in which individuals will have the opportunity to share their insights on community needs with members of the Club. Members may also be urged to discuss community affairs with individuals outside the Club. This will demonstrate the Club's interest as a whole, and will also offer each member a chance to become an active part of the movement for change.

### DO WHAT YOU CAN

When the Club's opportunity for humanitarian service is made evident and the Lion members are personally committed to the project, actual planning may be initiated. Though ambitious activities are encouraged, a Club should not take on programs that would be unrealistic. Rather, an effective service program usually begins with simple, feasible projects, which, successfully completed, will build experience and confidence among members. They will then be ready to move on to greater, more complex activities.

### A COMMUNITY OF THE WORLD

To everyone dedicated to the motto, "We Serve," the concept of "community" takes on new and larger dimensions. Because of the world-wide scope of the organization, the community of Lionism extends to include districts, states, nations, and finally, the international community of mankind. Yet, even while aiding the needy of the world, the individual next door who needs help must not be overlooked: a fine balance of serving those near and far is what successful community action is all about.

A "Community Analysis" Guide is available from the International Activities Division.



### SIGHT CONSERVATION AND WORK WITH THE BLIND

The range of projects is indeed wide in this, the best known of Services rendered by Lionism.

Half of all blindness today could have been prevented, and for this reason eye examination and glaucoma detection clinics are popular activities of Clubs. These mass screenings can be held at one location or the Club can purchase a mobile unit to cover a larger area. Hospitals and laboratories are always in need of eye research and treatment equipment, and schools welcome visual aids. Eye banks, are located in many parts of the world and Clubs in an area not served by a bank may well seek to organize such a humanitarian and sight-giving service.

A number of projects are available that directly aid the blind, such as providing braille books, dog guides and assorted mobility devices especially designed for the blind. For those Clubs and Districts seeking a large-scale project, rehabilitation centers and workshops for the blind can be established to help the visually handicapped on the road to earning their own way in life. The number of projects a Club can conduct in this area is vast and varied.

#### ACTIVITY GUIDES

	SIGHT CONSERVATION AND WORK WITH THE BLIND
9-A1	APPLIANCES FOR THE BLIND-Aids & Appliances
9-A2	BRAILLE WRITERS
9-B1	FUND RAISING SEALS
9-B2	LIONS' LIGHT DAY
9-C1	PRESCHOOL VISION SCREENING
9-C2	VISION TESTING IN SCHOOLS
9-D	LIBRARY SERVICES
9-E	USED EYEGLASSES PROGRAM
9-F1	HOW TO CONDUCT A GLAUCOMA CENTER
9-F2	VISION SCREENING FOR THE AGED PROGRAM
9-G	EYE-BANK PROGRAM
9-H1	HIRE THE HANDICAPPED, IT'S GOOD BUSINESS
9-H2	WORKSHOPS FOR THE BLIND
9-J	JUVENILE BRAILLE MONTHLY
9-K	LIONS CLUBS INTERNATIONAL HELEN KELLER DAY
9-L	LARGE PRINT MATERIALS FOR THE PARTIALLY SEEING
9-M1	WHITE CANE
9-M2	DOG GUIDES
9-N	EDUCATION AND SCHOLARSHIPS
9-O	YOUR EYES FOR A LIFETIME-IF YOU CARE FOR THEM (A DEFINITION OF VISION AND COMMON VISION PROBLEMS)
9-R1	RECREATION FOR THE BLIND
9-R2	SCOUTING FOR THE VISUALLY HANDICAPPED
9-S	PREVENT BLINDNESS
9-T	REHABILITATION FOR THE BLIND
9-U	NATIONAL ACCREDITATION COUNCIL
9-W	THE WINTER HAVEN STORY (WINTER HAVEN HELPS THE ACHIEVER)
1AD-104	XEROPHTHALMIA GUIDE



## **YOUTH EXCHANGE THROUGH LIONISM**

### **TOMORROW'S LEADERS**

People everywhere have come to recognize the importance of the opinions of today's youth, who will become the leaders of tomorrow's world. Lions Clubs International feels that the Lions of the world can make a significant contribution to the improvement of international relations by reaching out to influence young people everywhere. From this conclusion, the Lions Clubs International Youth Exchange Program was developed.

### **A PART OF THE COMMUNITY**

Underlying the Youth Exchange Program is the idea that knowledge of a foreign culture may be better gained by firsthand experience. Consequently, qualified young people are selected to visit other lands as the guests of host Lions Clubs. Such visits allow the youth to observe firsthand typical community life of a different culture.

### **CHOOSING AN "AMBASSADOR"**

A sponsoring Club is responsible for determining which youth of the community will best serve as goodwill ambassadors. After applications have been reviewed, candidates should be interviewed to determine their qualifications, and desire to understand other nationalities. Once a youth has been chosen, the sponsoring Club should impress upon the youth the responsibilities of a representative and should encourage advance study about the nation to be visited. The sponsoring Club is also required to make all arrangements for the young visitor's trip and for procuring a host Club in the country visited.

### **HOSTING THE VISITOR**

Clubs that have agreed to host the guests will be responsible for finding families willing to open their homes to the young people. Though special aspects of the community may be of interest to the visitor, it is perhaps even more important that the youth learn the normal routine of family life in the culture visited.

### **TOTAL EXPERIENCE OF FRIENDSHIP**

Traditional barriers of language or social customs will disappear as communications between visitors and hosts increase. When the young people return, those at home will be able to benefit from what they have learned. If properly managed, a Youth Exchange Project can be one of the most rewarding experiences in Lionism for all involved.



## **HEALTH SERVICES**

In the area of health services, Lions support projects concerned with the prevention of illness as well as the treatment of disease. A recognized fundamental need is the establishment and maintenance of basic health care programs for all people, both children and adults, as individuals and in the context of community assistance.

As part of a program of preventive health care, Lions Clubs have conducted a wide variety of public education programs and screening projects for illnesses such as diabetes, high blood pressure, and tuberculosis. Often these tests are run simultaneously, with the help of local medical professionals, in a type of "health fair." Vaccination campaigns against polio, smallpox, etc. have also proved worthwhile, as well as mass distribution of vitamins in areas where nutritional needs are inadequately met.

Clubs often sponsor and participate in blood typing projects and blood donor drives, and conduct public awareness campaigns to encourage volunteer donation.

Hospitals, clinics and medical research institutions have been the recipients of generous donations of money and equipment through the years, and fund-raising efforts for this purpose still rank high among the number of reported projects in the Health Services category. Ambulance brigades and emergency rescue services have also benefitted from the support provided through Lionism.

Drug and alcohol abuse education and rehabilitation efforts are subjects of worldwide concern. Projects in this area could include public seminars, self-help programs for addicts and community support services to re-integrate rehabilitated individuals into society.

The need for basic health care services is great throughout the world. Clubs can do much to help ameliorate the situation. Direct financial assistance to needy people requiring medical or dental attention is also an option many Clubs have chosen.

These few examples represent only a tiny percentage of the number of activities available to Clubs under the Major Activities category of Health Services.



## LEO CLUBS— WHERE YOUTH SERVES

### YOUTH UNITED

A Leo Club unites its members in friendship, fellowship, and mutual understanding. It promotes service activities among the youth of the community which will develop in them the qualities of:

- Leadership
- Experience
- Opportunity

### A PERSONAL CONTRIBUTION

The objects of a Leo Club are to provide the youth of the world an opportunity for development and contribution individually and collectively, as responsible members of the local, national, and international community; to stimulate among its members acceptance of high ethical standards; to develop leadership; to provide experience through service to the community; and, to provide an opportunity for promoting international understanding.

### A LEO CLUB SPONSOR

Only a Lions Club can sponsor a Leo Club, and its entire operation is subject to the guidance and supervision of the sponsors. A Leo Club, if school-affiliated, must have the approval of school authorities. Membership is granted to any youth who possesses good character and who is deemed eligible by the sponsoring Lions Club.

### ROSTER

More than 3,300 Leo Clubs are officially recorded, and the worldwide membership is approximately 85,000. Eighty-six countries participate in this fine youth program.

### IN THE SERVICE OF OTHERS

Since the inception of the Leo Club Program in 1968, worldwide Leo Clubs have engaged in many outstanding, worthwhile activities primarily aimed at aiding the less fortunate and contributing to the betterment of their local communities. Many projects Leo's undertake are conducted in cooperation with their sponsoring Lions Club. The results of such activities, the opportunity to serve, and the fellowship gained are the reasons for forming Leo Clubs.



### HEARING AND SPEECH ACTION AND WORK WITH THE DEAF

"The problems of deafness are deeper and more complex, if not more important, than those of blindness. Deafness is a much worse misfortune, for it means the loss of the most vital stimulus—the sound of the voice that brings language, sets thoughts astir, and keeps us in the intellectual company of man." These are the words of Helen Keller, the courageous lady who first inspired our Association to dedicate itself to helping the visually handicapped. The range of possible projects available in the field of hearing is as extensive as those for aiding the blind.

As with blindness, half, perhaps more than half, of all hearing loss could have been prevented. Therefore, Clubs should consider conducting hearing examinations and detection programs for diseases of the ear. Contributing money and equipment to research groups; financing remedial surgery for needy individuals; furnishing hearing aids to the partially deaf; securing pledges from people having ear disorders to donate their inner ears after death to the Temporal Bone Bank of the Deafness Research Foundation; sponsoring interpreting services in situations involving medical, social and legal needs of the deaf; and providing audio-visual aids such as video tapes, captioned films, and amplifying equipment to people and schools are only a few of the ways many Clubs can participate in the new Major Activity.

Rehabilitation services, including speech therapy, lip reading therapy, auditory training and counselling also await the Club that has dedicated a generous portion of its activity program to assisting those suffering from degrees of deafness. Additional projects such as providing employment services, educating the general public to the dangers of noise pollution and other related topics are open to Clubs adopting this new and challenging field of Lionistic commitment.



### RECREATIONAL SERVICES

People need room; they need room to pursue leisure time activities, to participate in sports and to enjoy each other's company in

a relaxed atmosphere. Projects in this category available to Clubs are those which have been successfully carried out in towns and cities throughout the world. Many a playground has a plaque telling visitors that it was constructed by the local Lions Club. The same is true of community centers, swimming pools, gardens and town squares in locations where Lions, Lioness and Leo Clubs recognized the need.

Besides recreational facilities, either indoor or outdoor, Clubs may wish to sponsor sports teams—baseball, basketball, football, hockey, skiing, soccer—and offer youngsters an opportunity to compete and to develop sportsmanship.

People, young and old alike, should have a chance to get out and enjoy themselves. This Major Activity of Lionism provides suggestions for Clubs to provide the proper surroundings for these recreational needs to become realities.

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## EDUCATIONAL SERVICES

Every year, Clubs award hundreds of scholarships to deserving and needy students within their own communities. Many hard-working youngsters might otherwise be unable to continue their studies if it were not for the interest and generosity of the family of Lionism.

Helping students plan careers is also another major educational emphasis. Clubs conduct counselling sessions and educational programs for students, often involving civic and professional leaders from a number of fields. Clubs sponsor career nights at local schools; questions are answered and advice given to these young people, who will soon be choosing their own vocations.

The official educational program of Lions Clubs International is one of Vocational Assistance, aid to students in developing countries for vocational training in the trades. The Lions Clubs International Foundation administers grants for this particular program. In addition, the Program Development Department seeks to put Grantor Clubs in contact with Sponsor Clubs to provide Vocational Assistance on a Club-to-Club level.

Other than the Youth Exchange and International Youth Camp Programs, Lions Clubs International has no specific program for students who wish to study in a country other than their own. Such arrangements should be handled between Districts and/or Clubs or in conjunction with international educational agencies.

Clubs are active in conducting literacy programs, in supporting and sponsoring programs for students in special education, in promoting programs stressing culture, in aiding libraries with books or needed equipment and facilities, and in providing speakers (often through a Speakers Bureau) for public programs.

Through their support of the Lions Clubs International Foundation and the Lions-CARE Program, Lions have made possible the building of numerous schools in the developing countries.

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## PUBLIC SERVICES

Many diverse projects are included in this comprehensive Major Activity. Because of their basic orientation to serving local community needs, Clubs often plan projects from this category to benefit the general public.

Food, its production, protection and distribution, is a vital concern in many parts of the world. Depending on its resources, a Club can undertake either small-scale or long-term activities in this field, ranging from supplying seeds and instructions on improved cultivation methods to local farmers to establishing and maintaining a model garden patch, farm or orchard. In rural areas, Clubs may wish to sponsor a pest eradication drive to prevent crop damage, or assist in constructing secure storage areas for grain and other food products. Individuals or Clubs can also provide valuable health and social services by promoting or supporting school lunch programs that provide children with a well-balanced meal. In some localities, arrangements can be made with local merchants for the collection of surplus foodstuffs for distribution to the needy.

The safeguarding of human life has always been a special concern of Lions. Urban Clubs may wish to organize public traffic and bicycle safety campaigns or support drivers education programs, while Clubs in rural areas might emphasize farm safety or organize emergency rescue patrols. Lions everywhere recognize the need for home safety and can help to repair the homes of the handicapped and elderly, or distribute information about various types of home accidents and the preventive action that can be taken. Recreational safety is important, too. Clubs can sponsor First Aid programs, or keep local playgrounds free of dangerous debris such as broken glass and tin cans.

These are but a few examples of activities that can be conducted by Clubs to benefit the local community under the heading of Public Services.

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## CITIZENSHIP SERVICES

By providing CITIZENSHIP SERVICES, Clubs demonstrate their active concern for the welfare and prestige of their com-

munities and nations. Activities mentioned here are oriented toward promoting interest in, and knowledge of, national heritage by fostering an understanding of the governmental system and the rights and duties of citizenship within that system.

Conducting special programs to assist and educate new citizens or visitors; participating in patriotic holiday programs; promoting the recognition of national days and the proper display of national flags, emblems and banners; conducting educational campaigns stressing the importance of exercising civic duties, such as voting; working with veteran groups; conferring recognition on deserving members of the local community; and conducting a variety of programs designed to instill pride in community and nation are all suggested projects listed under this Major Activity.

Clubs often perform an important service by originating or assisting in a program of research to educate members of the community and familiarize them with the historic past of their particular locale. Clubs have been initiators in designating and restoring historical landmarks and noting these places appropriately for the benefit of visitors.

Many Lions Clubs conduct public education programs designed to make citizens aware of the law and to teach respect for law. These programs are often combined with crime prevention and social rehabilitation activities. Lions Clubs should also consider supporting these types of programs.



## INTERNATIONAL SERVICES

The following Lions International Policy Statement "On International Relations" expresses the philosophy which is the basis for any activity related to INTERNATIONAL SERVICES:

### POLICY STATEMENT ON INTERNATIONAL RELATIONS

#### BASIS FOR INTERNATIONAL RELATIONS

Each individual is a citizen of his community and his nation. A Lion should be something more—a citizen of the world. The first Object of Lionism, "To create and foster a spirit of understanding among the peoples of the world," recognizes the fundamental reality of our age—that community or national interest can no longer be attained in isolation from world interest.

Programs encouraging International Understanding and Cooperation have as their basis the belief that people, despite differences in racial, ethnic or cultural heritages, are valued variants of common humanity. International Relations constitutes an acceptance of, and appeal to, that sense of universal values and human brotherhood whereby each individual, in working for mankind's common destiny, gives meaning to his own existence.

#### WHY LIONS ARE INVOLVED

To every Lion dedicated to the motto "We Serve," the concept of "community" takes on new and greater dimensions. Because of the world-wide scope of the organization—represented in the very name Lions Clubs International—the community of Lionism extends to include Districts, nations and the international community of mankind. Community services and international services are both offsprings of the same motivation. International Relations between the members of the family of man, and particularly within the family of Lionism, involve the awareness and acceptance of the component elements of a World Community, and positive action to advance International Understanding and Cooperation. Through its member Clubs world-wide, Lionism has always encouraged and fostered International Understanding and Cooperation among people as a basis for peace among nations. The real meaning of Lionism exists not in the number of Clubs or in the number of countries in which Lionism operates, but in the goal—service to mankind. The motto "We Serve" has no conditions; concern, love, humanitarian service cannot be limited.

#### IMPLEMENTATION OF INTERNATIONAL RELATIONS

If Lions are successfully to implement International Relations Programs, they must, first of all, appreciate the vast differences that make up humanity. Lions accept the fact that a vast majority of people live different lives under different circumstances from their own. To fully appreciate the role that Lions can play in International Understanding and Cooperation and enhancing the quality of life for mankind, Lions must be knowledgeable of those differences.

Through personal experience and by working with fellow Lions in international projects, Lions will come to better understand and appreciate the cultures and values of other people. Mutual acceptance and help can be achieved through working together to build good will. The international character of the Lions Clubs International Convention typifies the kind of atmosphere in which genuine interest and communication is possible between a variety of people. Such communication is made possible on a continuing basis through the organizational structure of Lionism.

We read the appalling statistics of human needs but we don't truly understand—and we aren't ready for effective action—until we become compassionately aware of the character and needs, the joys and sufferings of individual human beings in other lands. Programs of economic and technical assistance are needed; but we must also extend the human quality of friendship to others. Ideally, when one sees himself in others, the experience transforms his vision of the world and creates a life style in which International Understanding and Cooperation permeate one's personal activities.

Lions have a variety of opportunities within which the following avenues can be explored: youth exchange, youth camps, twinning, amateur radio communications, friendship contacts, assistance projects, cultural activities, educational services, international services, and the humanitarian endeavors of the Lions Clubs International Foundation.

Yet, even while communicating with and actively aiding the needy of the world, Lions must not overlook neighbors who need help. Service to those both near and far is what successful community action is all about. Very often a deeper sense of interest in one's own community is generated by involvement in International Relations Programs.

Considered alone, a single project of a single community may seem of minor significance; but when added to the projects of hundreds of communities and millions of people working together, the sum total reflects the magnitude of the program's significance as an instrument for international good will and peace.

## CONCLUSION

Be it resolved, therefore, that Lions Clubs International, aware of man's interdependence in the world community, sensitive to existing world needs, and conscious of its great potential as an effective instrument for the achievement of International Understanding and Cooperation, reaffirms the commitment each individual member and Lions Club should have to International Relations as expressed in the first Object of Lionism: "To create and foster a spirit of understanding among the peoples of the world."

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For more information on any of the Activities, write to: International Activities and Program Development Division; Lions Clubs International; 300 22nd Street; Oak Brook, Illinois 60570 U.S.A.

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# LIONS CLUBS INTERNATIONAL FOUNDATION

300 22nd Street  
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(312) 986-1700



THE LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF) is a public, non-profit, tax-exempt corporation. Its purpose is to promote human welfare by careful application of funds contributed to it. It is a great vehicle by which contributions, large and small, may accumulate to worldwide Lions' humanitarian service.

LCIF IS ADMINISTERED by a seven-member Board of Trustees, appointed by the President of Lions Clubs International, with the approval of the members of the Foundation. The membership of the Foundation includes the officers and members of the Board of Directors of Lions Clubs International and the Trustees.

## THE MAJOR OBJECTIVES of the Foundation are:

- Major Disaster Relief
- Humanitarian Services
- Vocational Assistance

THE FOUNDATION HAS PROVEN ITS VALUE. It has sent millions of dollars in relief to victims of floods, hurricanes and earthquakes, drought and famine—it has restored sight to thousands of individuals in developing countries who were needlessly blind for lack of simple treatment—and has provided vocational training of needy students, in their own countries, so they might look forward to more productive and rewarding lives.

WITH ALL LIONS', LIONESS' AND LEOS' vision, demonstrated concern for their fellow men, and the contribution of a reasonable proportion of their financial resources, LCIF's future potential for good will further expand throughout the world.

EVERY LIONS, LIONESS AND LEO CLUB is asked to make the Foundation a part of its program of humanitarian service by offering their vigorous and generous support. (For income tax purposes in the U.S., donations are tax deductible, since LCIF qualifies under Section 501 (c)(3) of the Internal Revenue Code.) Lions more blessed financially are asked to consider naming LCIF in an insurance policy, a living trust, or in their wills.

Donations, or requests for information, may be sent to:

Lions Clubs International Foundation  
300 22nd Street  
Oak Brook, Illinois 60570 USA